

Cigarettes in Kenya

July 2023

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Cigarettes in Kenya - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The illicit cigarette trade continues to pose a challenge to local manufacturers E-cigarettes threaten the growth of cigarettes as vaping rises Manufacturers focus on product innovation to remain competitive on the landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook is driven by consumer demographics and economic changes Khat continues to fuel industry growth as users pair the habit with smoking High taxation is among strategies by government bodies to control tobacco use

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OPERATING ENVIRONMENT

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DISCLAIMER

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